

IV. A. Summary of Storm Water Education

Chloride

Education continued this year on the chloride Total Maximum Daily Load (TMDL) compliance issue. Targeted specifically towards owners of self-regenerating water softeners within the Santa Clarita Valley, the educational efforts focused on notifying current owners of these systems that they are now illegal and to stop using them. Residents have continued to remove these systems and to date over 7300 water softeners have been removed. Efforts have also been made to persuade local retailers to remove water softener salt from their shelves to further encourage residents to stop using the salt based water softeners.

Used Motor Oil

The City of Santa Clarita utilizes the State's Used Motor Oil Block Grant for promoting and supporting programs that educate residents on proper disposal methods of used motor oil and oil filters. Over the past fiscal year, Block Grant funds have been used to contract with Waste Management At Your Door (formerly Curbside Inc.) to offer free used oil and filter pickups for residents. The Block Grant funds were also utilized to purchase one-year worth of cable ads promoting proper disposal methods for used oil and filters. The ads are run in English and Spanish and appear on cable network stations such as Comedy Central, ESPN and ESPN2, Spike, Fox Sports West and the Discovery Channel. The City also purchased ads in The Signal newspaper and Santa Clarita Free Classifieds. The advertising highlighted the Used Oil Program and included information on preventing storm water pollution by not disposing of used oil/filters into the trash or storm drain system, encouraging do-it-yourselfers to take their used oil/filters to recycling centers, and a list of all certified collection centers. In the previous fiscal year, the City purchased oil changing kits (containing a shop rag, oil mat, and oil bucket) and distributed them to residents free of charge this fiscal year. Grant funds were also used to purchase a pop-up banner to be used at City events and trade shows to educate citizens on proper recycling of used oil. Collectively, Santa Clarita's programs offer an effective approach to educating residents with the do's and don'ts of used motor oil recycling.

River Rally

Outreach material promoting our River Rally event was released via The Signal newspaper, Seasons magazine and the City's award winning website "Green Santa Clarita" (<http://greensantaclarita.com/>). Many environmental organizations staff booths at River Rally to promote overall environmental stewardship. Every year, over a thousand volunteers help remove trash from the river bed, and also receive information on a variety of storm water related issues. These issues include proper household hazardous waste disposal, proper disposal of used motor oil and filters, preventing storm water

pollution, and river stewardship. Over 1400 volunteers attended last year's River Rally, and the event is becoming more popular every year, with groups participating from schools, churches, scout troops, non-profit organizations, and families.

Arbor Day/Earth Day event

The annual Arbor Day event was combined with Earth Day in order to have a large celebration for the community. City staff manned the Environmental Services booth and was available to answer questions and distribute informational brochures. Environmentally themed giveaways were also made available at the event which was free and open to the public. Staff had many one-on-one discussions with residents at this event regarding various topics. Environmental Services staff prides themselves with always taking time with each person to explain various water quality and storm water issues related to their concerns.

Business Waste

The City continued its Conditionally Exempt Small Quantity Generator Program (CESQG, often referred to as "squeegee") to assist businesses that generate small amounts of hazardous materials. The materials include motor oil and filters, florescent light tubes, batteries, paint and other chemicals. Many small businesses are faced with high costs to dispose of chemicals they generate in a lawful and environmentally friendly manner. By having the City's Door-To-Door Household Hazardous Waste contractor provide this service, the City has negotiated a reasonable rate for collection of these materials. The cost of this program is paid for by the business that requests the service, with the exception of businesses that generate used oil and filters which is covered by the State's Used Motor Oil Block Grant funding through CalRecycle. Both programs effectively prevent pollution from entering the storm drain system.

Safe & Secure Collection Event

The Los Angeles County Sheriff's Department and City of Santa Clarita teamed up twice, once in the spring and again in the fall, to host a Safe and Secure Collection Event held in the College of the Canyons parking lot. The purpose is to give Santa Clarita residents an opportunity to drop off, free of charge, personal documents for shredding, electronic waste for recycling, and medications for proper disposal. The event also serves as a means to educate residents about the importance of disposing of documents and computer parts that could put them at risk for identity theft. The importance of disposing of old medications properly was also stressed so as to not get into the hands of children or flushed down the toilet to pollute our local waterways. In the fall, four large trucks were packed to capacity with over 2000 boxes of paper documents, totaling approximately 35 tons. Thirty-six large cartons of medicine were collected, as well as an estimated 18,000 pounds of e-waste. In the spring, approximately 13.8 tons of paper documents, one tractor-trailer truck and a large e-waste truck were full with a variety of electronic products. At both events there were in excess of over 800 participants.

Sharps Program

In 2009, the City introduced the Sharps Program which allows residents to conveniently and responsibly dispose of needles, lancets, syringes and other Sharps from their homes. This service is offered through the City's franchised residential hauler, Waste Management. On an annual basis, one free Sharps Mail-Back container is delivered by Waste Management to residents who are enrolled in the program. A second container is available to residents at a cost of \$5.00. Senior citizens who are enrolled in the program receive two free containers per year; a third container is available at a cost of \$5.00; fourth and subsequent containers are available at a cost of \$30.00. In addition to returning the container by mail, residents can also drop off their Sharps container at a S.A.F.E. Collection Center or at a Household Hazardous Waste Round-Up Event. To date, 700 households are participating in this free program.

Manure Recycling Program

In 2009, the City introduced the free Manure Recycling Program through our franchise residential waste hauler, Waste Management (WM). Residents can contact WM at (661)-259-2398 for unlimited free green waste containers, and unlimited free watertight carts for the disposal of green waste and manure. Commercial size carts are also available from WM for purchase. When the program was first introduced in 2009, two newsletters and a reverse-phone call were made to all horse properties in the City to notify horse owners of the program. Another newsletter was mailed this year to continue promoting the program. This year, 1600 tons of manure was recycled, up from the 965 tons that was recycled the previous year. Proper containment and disposal of manure prevents polluted runoff by averting rainwater from mixing with manure piles. The program is free, convenient (carts can easily be rolled to the curb for pick-up), and reduces odors and flies.

IC/ID Inspectors

The City's IC/ID inspectors have distributed educational brochures for specific illicit discharge events (i.e. cement, automotive, carpet cleaning, paint, landscape, etc.) in an effort to further enhance their enforcement. Environmental Services has also provided a significant number of advertisements and anti-dumping messages through used motor oil recycling and household hazardous waste programs.

The City takes our environmental outreach program very seriously and we feel we have an outstanding program geared towards all environmental issues.